PHILIP MORRIS U.S.A. INT

TO: Herb Foster

FROM: Thomas Saloun

SUBJECT: Elan Thins Test Market Recommendatio

Herb
What happened to Sacramento?
Tom

The following details pertinent crit markets for Elan Thins. These marke already have Capri. In addition, V are considerations.

	Total U.S.	Primary 3GO Atlanta	Primary 3MO Tampa	Alternatives 1FO Hartford	Alternatives 3KO Miami
% US Population		1.6	1.3	1.0	1.7
Virginia Slims					
SDI		137	95	80	87
Share	3.0	4.1	2.8	2.4	2.6
Chg. vs YA	---	---	-0.1	-0.1	---
Total 100mm					
SDI		99	127	79	110
Share	378	37.6	48.1	29.8	41.5
Chg. vs YA	+0.5	+0.7	+1.2	-0.2	-0.2
Indices					
% Chain	---	119	169	89	138
% Independent	---	85	48	108	71
% Black	---	194	85	60	112
% Hispanic	---	14	62	51	254
% 0-199 CPW	---	104	105	93	97
% 200-299	---	100	99	145	112
% 300-499	---	97	77	112	96
% 500-999	---	86	105	53	103
% 1000 +	---	54	114	35	97
Plan A Coverage	---	99	100	95	101
Plan B Penetration	---	127	148	91	113
Transshipments					
% In	---	19	37	38	25
% Out	---	38	15	22	10

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Source: https://www.industrydocuments.ucsf.edu/docs/gqfn0004